

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 12508 110832Z

13

ACTION EB-11

INFO OCT-01 EA-11 ADP-00 COME-00 SS-15 CIAE-00 INR-10

NSAE-00 RSC-01 OMB-01 STR-08 RSR-01 /059 W

----- 063583

R 110734Z AUG 73

FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC 5605

UNCLAS BANGKOK 12508

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM

FOR DENT AND CASEY FROM AMBASSADOR

REF: STATE 141993

1. OMB STAFF REPORT ON COMMERCIAL AND ECONOMIC REPRESENTATION ABROAD UNDERSTANDABLY GAVE LITTLE EMPHASIS TO IMPORTANT ROLE OF DOMESTIC US BUSINESS AND INDUSTRY IN USG'S EXPORT EXPANSION EFFORTS. YET, AROUSING THE INTEREST OF MORE US MANUFACTURERS IN EXPORTS IS IN EMBASSY'S OPINION ONE OF THE MOST IMPORTANT KEYS TO SUCCESS OF US TRADE EXPANSION EFFORTS.

2. PROBLEM WOULD SEEM TO BE ONE OF BOTH MOTIVATION AND EDUCATION. EMBASSY'S COMMERCIAL ATTACHE, FOR EXAMPLE, DURING RECENT BUSINESS CONSULTATIONS IN SEATTLE, PORTLAND AND SAN FRANCISCO, WAS STRUCK BY RELATIVELY LITTLE APPARENT INTEREST IN EXPORTING AMONG LOCAL BUSINESS COMMUNITIES AS A WHOLE, AND ESPECIALLY BY LACK OF KNOWLEDGE ABOUT CONDITIONS AMONG MANY OF THOSE WHO WERE INTERESTED. IN ALL THREE CITIES, FOR EXAMPLE, BUSINESSMEN SEEMED SURPRISED TO BE INFORMED THAT RECENT DOLLAR DEVALUATION HAD SHARPLY INCREASED COMPETITIVENESS OF US GOODS.

3. THIS EVIDENT LACK OF INTEREST AND/OR KNOWLEDGE MAY IN PART BE RESPONSIBLE FOR DIFFICULTIES WHICH COMMERCE IS APPARENTLY HAVING IN RECRUITING PARTICIPANTS AND EXHIBITORS FOR UPCOMING TRADE PROMOTION

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BANGKO 12508 110832Z

EVENTS IN THAILAND AND ELSEWHERE.

4. SUCH DOMESTIC PROMOTIONAL INITIATIVES AS RECENT SALES MEETING OF USDOC FIELD OFFICE REPRESENTATIVES (PARAGRAPH 1(A) OF REFTTEL, WHERE NEW TRADE OPPORTUNITY PROGRAM (T.O.P.) WAS EXPLAINED, WOULD SEEM TO BE VERY EFFECTIVE MEANS OF STIMULATING SUCH INTEREST AMONG BUSINESSMEN, JUDGING BY ENTHUSIASM FOR T.O.P. PROGRAM WHICH SEEMED TO BE BUILDING UP ON WEST COAST FOLLOWING THAT MEETING. THIS INTEREST COULD BE EVALUATED MORE RELIABLY WHEN TOTAL NUMBER OF T.O.P. SUBSCRIBERS BECOMES KNOWN ON SEPT. 1.

5. ALTHOUGH EMBASSY IS AWARE OF EFFORTS WHICH COMMERCE ESPECIALLY HAS LONG BEEN MAKING TO ATTRACT AMERICAN FIRMS TO EXPORT MARKETS, PROBLEM OBVIOUSLY STILL REMAINS, AND IT IS SUGGESTED THAT THIS MATTER BE INCLUDED PROMINENTLY ON AGENDA OF FUTURE STATE/COMMERCE MEETINGS.

6. PERHAPS ENTIRELY NEW APPROACH SHOULD BE CONSIDERED. ONE AMERICAN BUSINESSMAN, FOR EXAMPLE, RECENTLY SUGGESTED IN APPARENT SERIOUSNESS THAT IF US B/P PROBLEM IS REALLY AS SERIOUS AS IT IS MADE OUT TO BE, AND SINCE SUCH INCENTIVES AS "E" AWARDS HAVE NOT BEEN SUFFICIENT TO SOLVE IT, THEN PERHAPS MORE DRASTIC MEASURES ARE CALLED FOR. HIS SOLUTION WAS LEGISLATION TO REQUIRE THAT ALL MAJOR AMERICAN MANUFACTURERS WHICH DO NOT EXPORT A MINIMUM PERCENTAGE OF THEIR TOTAL PRODUCTION BE PENALIZED THROUGH TAX DISINCENTIVES. WHILE OBVIOUSLY DRASTIC AND PERHAPS UNWORKABLE, THE SUGGESTION DOES DRAW ATTENTION TO WHAT APPEARS TO BE THE WEAKEST LINK IN OUR TRADE EXPANSION CHAIN.

UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BANGKO12508
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730843/aaaabfon.tel
Line Count: 89
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 141993
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 04 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04-Oct-2001 by reddocgw>; APPROVED <06-Feb-2002 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM FOR DENT AND CASEY FROM AMBASSADOR
TAGS: BEXP, TH
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005